PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

To: Distribution **Date:** October 16, 1995

From: Dolly Colby

Subject: Media Call Report --August-September, 1995

Please find attached a report of the media calls handled by Worldwide Regulatory Affairs Communications for August and September, 1995. If you wish to add or delete names to the distribution list, please call me at x2144 or send me an e-mail. Thanks.

Distribution

W. Burrell
T. Carraro
B. Cho
M. Coughlin
K. Daragan
D. Dennis
L. Dunbar
M. Firestone
J. Galletta
J. Goodheart
V. Han
B. Holt
J. Jones
D. Kiley
T. Lattanzio
D. Laufer
G. Little
M. Logue
B. McCormick
E. Merlo
A. Okoniewski
S. Parrish
J. Poole
M. Pottorff
C. Purcell
N. Rolli
J. Sorrells
R. Temple
W. Thoretz
C. Wall
M. Winokur
P. Wittenbauer
E. Woodward
M. York

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Philip Morris Management Corp.
WRA Communications
Media Calls
August-September, 1995

DATE	MEDIA	REQUEST	ACTION TAKEN
8/1	Kinston Free Press John Chartier	Waxman allegations	Faxed statements
8/1	Doug Wilder Show Glen Davidson	Waxman/Want PM spokesperson	Referred to PM USA Richmond to decline
8/1	European Business News (London) Akhtar Kahn	White House Decision/Waxman	Faxed statements
8/1	WWBT (NBC) Richmond/Scott Levin	Wants interview re PM statement on Waxman	D. Colby declined
8/1	CNBC Mark Neshis	PM statement re Waxman	Faxed
8/1	Richmond Times Dispatch/Peter Hardin	PM statement re Waxman	V. Han handled
8/1	New York Times Phil Hilts	PM response to Waxman	Statement faxed, S. Parrish gave interview
8/2	CNBC	PM statement/wants spokesperson	D. Colby declined
8/2	NBC News Lindsey Pyle	Castano briefing schedule	D. Colby handled
8/2	America's Talking Leon Atterberry	FDA/wants spokesperson	D. Colby declined, but faxed statement
8/2	Richmond Times Dispatch Radio Rick Britton	PM statement reWaxman	Faxed
8/2	Columbia Journalism Review /ABA Journal Steve Weinberg	Wanted Deep Cough transcript	D. Colby sent

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8/2	New York Times Phil Hilts	Operation Storefront	Referred to PM USA
8/2	NET/Tamara Stoneberger	Wants PM spokesperson for their Legal Notebook program re legal challenges facing industry including FDA	D. Colby declined, but faxed recent statements
8/2	Richmond Times Dispatch/Chip Jones	Chesterfield school study	V. Han handled
8/3	Wall Street Journal Yumiko Ono	Waxman/FDA	D. Colby, faxed statements, gave message points
8/3	CNN Kevin Bohn	Waxman/FDA/White House	D. Colby handled
8/3	CNBC Business Insiders Show	PM spokesperson re regulation of cigarette sales to minors	D. Colby declined, suggested several congressmen
8/3	Richmond Times Dispatch	WSJ piece on White House	D. Colby handled
8/3	New York Post Rita Delfiner	WSJ piece on White House	D. Colby handled
8/3	Market Place Radio	Industry comments re cig sales to minors	D. Colby declined
8/3	Wall Street Journal Tim Noah	Are tobacco co's negotiating with White House	E. Woodward handled
8/3	American Medical News	Status of federal invesitgations and lawsuit, FDA, Waxman	D. Colby faxed all statements
8/4	Dallas Morning News	White decision and AAA materials	D. Colby faxed statement/PM USA faxed AAA release
8/4	Kingston Free Press/John Chartier	WSJ Article	D. Colby faxed statement/PM USA faxed AAA release
8/4	KTLA Joan Cheng	Update on ABC suit	D. Colby handled
8/4	Wall Street Journal Tim Noah	Tobacco Co's negotiate with White House	E. Woodward, M. Firestone handled
8/4	Bloomberg Joe Menn	WSJ article	Faxed statement

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8/7	Reuters TV News Chris Turque	Rumor about PM press conference	D. Colby handled
8/8	NBC News Erica Josephson	Briefing schedule for Castano	D. Colby handled
8/9	Telemundo Network News Magaly Rivas	Wants on-camera interview regarding President Clinton's speech	D. Colby declined and suggested TI
8/9	Nightline Dana Wolfe	Wanted S. Parrish for show	Show was cancelled
8/9	Kingston Free Press/John Chartier	Wanted per lb. price of tobacco from various foreign markets	D. Colby referred to TMA
8/9	Wall Street Journal Tim Noah	Confirmation on rumor we will sue FDA	E. Woodward declined comment
8/9	Investment Quality Trends	New cigarette labeling	Referred to PM USA
8/10	Winston-Salem Journal/Frank Elliot	FDA lawsuit and Sports Marketing	E. Merlo handled
8/10	USA Today Dottie Enrico	FDA lawsuit and sponsorships	E. Merlo handled
8/10	Washington Times Karen Riley	FDA lawsuit and Marlboro Cup	E. Merlo handled
8/10	Wall Street Journal Kevin Goldman	FDA	E. Merlo did interview
8/10	Chicago Tribune Mike Dorning	FDA	K. Daragan handled
8/10	KFMB Radio (CBS) San Diego Catrina Webber	FDA-on air interview	Handled
8/10	AP /Steve Sakson	How much does industry spend advertising/promotions annually	Provided 1993 figure of $6 billion
8/10	KCBS Radio San Francisco /Lee Hammer	FDA lawsuit-on-air interview	E. Merlo handled
8/10	Contra Costa Times Julie Appleby	President's proposal/billboards	Faxed press kit, E. Merlo handled

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8/10	CNN Chicago Brett Gering	Marlboro merchandising/Clinton announcement	E. Merlo handled
8/10	Daily News Pat Winters	FDA/Marlboro Country Store	E. Merlo handled
8/10	Miami Herald MaryJoe Buezilleri	FDA/Virginia Slims Legends Tour	E. Merlo handled
8/10	Ad Age Ira Tenowitz	FDA/advertising	E. Merlo handled
8/10	Dallas Morning News Richard Alm	FDA/advertising & promotion	E. Merlo handled
8/10	KYODO Newswire Paul Flatin	FDA	Faxed statements
8/10	Daily News Bob Laird	FDA	R. Temple handled
8/10	Time Magazine Jeff McCallister Washington DC	FDA/Press release materials	Returned call twice-N.A.
8/10	WYNY Radio Kathleen Maloney	FDA/Telephone interview	Returned call--N.A.
8/10	Richmond Times Dispatch David Erss	FDA/AAA	Faxed materials
8/10	Charlotte Observer Stella Eiseley	FDA lawsuit	Faxed statements
8/10	Knight Ridder News (Charlotte Observer) John Monk	FDA	Faxed statements
8/10	Public Radio Philip Borath	FDA	P. Grossi handled
8/10	LA Times (Wash. DC) Elizabeth Shogren	FDA	Returned call--N.A.
8/10	USA Today Anita Manning	FDA lawsuit/youth smoking	Faxed statements

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8/10	Washington Times Frank Murray	FDA/Questions on S. Parrish remarks	Handled
8/10	Kinston Free Press John Chartier	FDA/AAA	Returned call--N.A.
8/10	Rivervest Investment Susan Ablatake	Guest on radio show 8/12	Declined
8/10	KMOV-TV St. Louis Steve Houston	Clinton proposal/van programs near schools	Referred to PM USA
8/10	LA Times Becky Mobray	Clinton proposal/PM sponsorships	Returned call--N.A.
8/10	Radio America Dave Tecuwen	On-air interview Clinton/youth	Handled
8/10	San Diego Tribune Sarah Schaffer	FDA lawsuit	Handled
8/10	CBS Radio Lauren Bright	On-air interview	P. Grossi did interview
8/10	Albuquerque Journal/Mike Hall	FDA/Marlboro	K. Daragan handled
8/10	Glen Collins New York Times	FDA lawsuit	K. Daragan handled
8/10	CBS Radio Shari Maxin	FDA lawsuit/Taped phone interview	M. Firestone did interview
8/10	America's Talking Keith Norman	FDA/On-air spokesperson	Left message
8/10	Today Show Sarah Pines	FDA/On-air interview 8/11	S. Parrish did interview
8/10	Dow Jones Meera Somsundarum	FDA lawsuit	Attended press conference
8/10	AP Christine Helliherl	FDA VNR coordinates	K. Daragan handled
8/10	PBS-TV Mark Landsmann	FDA/satellite coordinates	Handled
8/10	CNN Daina Garrett	FDA press conference	Handled

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8/10	WJBO Lousiana Greg Larose	On-air spokesperson FDA/Castano	Declined
8/10	KPIX Radio San Francisco Kimberly Griffin	On-air spokesperson	Show cancelled
8/10	LA Times (Wash DC) Marlene Simmons	FDA lawsuit release	Faxed
8/10	WCCO Radio Minneapolis Susan Blanche	On-air interview	Declined
8/10	The Jim Bohannon Show/Westwood One Radio/Andrea DeVito	Spokesperson for call-in talk show	Declined
8/10	BBC Radio Matthew Tucker	Interview re Clinton's press conference	B. Cho declined
8/10	WXYT-CNN Radio Terry Wilson	FDA/Spokesperson for live talk show with call-ins	Declined
8/10	Crowley Broadcasting (Tampa) Dino Decesare	FDA/Spokesperson for call-in radio show	Declined
8/10	CNBC Rachel Shelton	Spokesperson for "Business Insiders"	Declined
8/10	CNN/Larry King Live Linda Wolf	FDA/Spokesperson	Show cancelled
8/10	CBS "This Morning" Heather Murphy	Names of farmers to be interviewed/PM or industry spokesperson	D. Dennis gave names of farmers, referred to TI for spokesperson
8/10	America's Talking Keith Norman	FDA	Referred to RJR
8/10	Packaging World Magazine Pat Reynolds	Sale of cigarettes to minors	Faxed label release and AAA program summary
8/10	Good Day New York Raymond Ortiz	Clinton/FDA/Wants spokesperson to debate Cherner live	Declined/no one avail

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8/10	Talk Radio News Service Mike Johnson	FDA/Taped interview	Referred to Cong. Gorton of Tenn.
8/10	ABC News Nightline Dana Wolfe	Clinton/Requested S. Parrish	Show cancelled
8/10	CBS Morning News Canada Sandra Porteous	FDA/PM spokesperson	B. Cho declined
8/10	News World Int. Abby Thom	Clinton's speech/PM spokesperson for show airing in US, Mexico and So. America	B. Cho declined
8/10	CNN Talkback Diane Durham	FDA/Spokesperson on live talk show with interactive audience	D. Dennis declined
8/10	CBS News Network Radio Tom Ryan	Telephone interview re Clinton remarks	Handled
8/10	CBS News "Up to the Minute"	Spokesperson for one-on-one interview	Declined
8/10	America's Talking Network "In Depth" Cathy Charles	Live interview on call-in show re Clinton statements	Declined
8/10	CNBC Debbie Stevenson	Interview re Clinton/FDA	Declined
8/10	NBC News Tammy Fine	Press statements for lawsuit	Faxed
8/10	News Talk TV Patti Maloni	Spokesperson live or on phone	D. Dennis declined
8/10	Mealey Publications Jennifer Hahn	Copy of press kit incl. suit	Sent
8/10	CNN Business News "Moneyline" Phillippa Cooper	G. Bible for on-air interview	D. Dennis declined
8/10	Reuters New Media (Denver) Dave Banks	Comment on Clinton's decision	Declined

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8/10	Raleigh News & Observer James Rosen	Question re Coyne Beahm	D. Dennis handled
8/10	CBS News Tom Kranz	On-camera spokesperson	Got satellite feed
8/10	WAVE-TV (NBC) Louisville Dave Nakdimen	PM spokesperson	Declined satellite interview. Gave b-roll
8/10	Reuters News Jeff Benko	Details of lawsuit	Faxed materials
8/10	National Public Radio (DC) Ellen Silva	Requested S. Parrish interview	Declined
8/10	Channel 11 (CBS) Houston Margaret Menger	PM spokesperson on Sat. morning news show	Declined
8/10	Potomac TV Bridget Langmade	On-camera interview re proposed FDA regulations	Referred to TI
8/10	NBC Today Show Katie Couric	On-camera spokesperson	S. Parrish did interview
8/14	Washington Times Frank Murray	FDA Lawsuit	Mailed copy of suit
8/14	DM News	FDA regulations effect on direct marketing	Referred to PM USA
8/14	Drug & Crime Prevention News	FDA lawsuit/AAA	D. Colby faxed FDA materials/PM USA faxed AAA
8/15	CNN/Philippa Cooper	Wants S. Parrish to appear on "Moneyline" re Clinton's remarks and FDA	S. Parrish did interview
8/15	KCNR Super Talk Radio/Salt Lake City/Todd Herman	PM spokesperson re President/FDA proposals	D. Colby declined
8/15	BBC World SVC Int'l Money Program Sharu Shahane	Wanted radio interview with spokesperson re FDA regulation, lawsuit	D. Colby set up, but BBC cancelled
8/15	Wall Street Journal Milo Geyelin	FDA lawsuit	M. York handled

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